

ABSTRACT

Coffee is the favorite drink of many people. A variety of instant coffee products and ready-to-drink coffee are available on the market. However, these instant products are not in instant packaging as well. PT Torabika Eka Semesta launched Torabika Sejodoh as an instant coffee cup product. Research and redesign of Torabika Sejodoh packaging cup is conducted by applying the principles of User-Centered Design. Consumers were the research respondents through interviews. These requirement criteria underlined the questionnaires to collect consumer ratings of importance to customer attributes of the instant coffee cup packaging and customer satisfaction performance against Torabika Sejodoh cup packaging. Furthermore, several alternative packaging design were made and selection of cup Torabika Sejodoh alternative packaging designs that considered most appropriate to the needs of consumers was conducted using focus groups. Redesign of the cup packaging is adapted to consumer needs criteria as the main user of the product and rules of the applied packaging can add value to the product.

Keywords: *user-centered design, importance to customer, customer satisfaction performance, focus group*

ABSTRAK

Kopi merupakan salah satu minuman yang digemari banyak orang. Berbagai macam produk kopi instan dan kopi cair siap minum beredar di pasaran. Namun produk-produk instan ini belum menggunakan kemasan yang juga instan. PT Torabika Eka Semesta meluncurkan produk Torabika Sejodoh, kopi instan yang dikemas dalam kemasan cup. Penelitian dan perancangan ulang kemasan cup Torabika Sejodoh dilakukan dengan menerapkan prinsip User-Centered Design. Konsumen kopi instan sebagai pengguna produk Torabika Sejodoh menjadi responden penelitian melalui wawancara. Kriteria kebutuhan ini mendasari pembuatan kuesioner yang digunakan untuk mengumpulkan penilaian konsumen tentang importance to customer atribut kemasan cup kopi instan dan customer satisfaction performance terhadap kemasan cup Torabika Sejodoh. Selanjutnya dibuat beberapa alternatif rancangan ulang kemasan cup Torabika Sejodoh dan pemilihan alternatif rancangan kemasan yang dinilai paling sesuai dengan keinginan dan kebutuhan konsumen dilakukan dengan metode focus group. Rancangan ulang kemasan cup disesuaikan dengan kriteria kebutuhan konsumen sebagai pengguna utama produk dan aturanaturan tentang kemasan yang berlaku mampu memberi nilai tambah bagi produk.

Kata kunci: *User-Centered Design, importance to customer, customer satisfaction performance, focus group*